

Harry E. Blanchard, Ph.D.

66 Avenue of Two Rivers, Rumson, NJ 07760
Twitter: @hblanchard ♦ <http://www.hblanchard.com/>
<https://www.linkedin.com/in/hblanchard/>

*Experienced UX designer and researcher of novel and effective technologies
Acknowledged expert in industry standards, user experience design, research, and testing*

Skills and Experience

- UX research, expert in testing, interview, survey and customer facing responsibilities
- UX design and prototyping ♦ Speech technology UX and dialog design
- Vast experience in engineering and design at AT&T, AT&T Labs, and AT&T Bell Laboratories
- Enormous breadth of software and hardware UX – e.g. web, apps, voice, care, phones, remote controls
- Experienced at requirements ♦ leader and manager of diverse engineering teams ♦ skilled negotiator
- Active professional in UX field ♦ Tireless advocate for customers and users

Professional Employment History

2019-present UX Researcher, Randstad (contract for Google), New York, NY

- UX Research associated with Google Material Design
- Multi-study research program on improving the Developer/Designer Experience

2018-2019 UX Researcher, Matlen Silver (contract for Verizon), Basking Ridge, NJ

- Iterative fast-cycle UX research in tandem with design for Verizon OneTalk B2B product
- Discovery stage categorization and analysis of customer survey and app feedback
- UX design on smartphone app; UX research team on user installation of 5G product

2001-present Adjunct Instructor, New Jersey Institute of Technology, Newark, NJ

Teaching graduate courses in Human-Computer Interaction and undergraduate courses on Human Factors in Industrial Engineering, and some graduate thesis supervision.

2018 Human Factors Lead, Leidos, Abingdon, MD

- Team lead of a 4-person UX team, for a large military command and control system.
- Responsible for scheduling, work assignments, coordination with other teams
- Status reports and presentations to management and military client
- Responsible for user interface style guide and some systems engineering
- UX research planning and testing; UX design wireframe development.

2008-2017 Senior Lead UX Researcher, AT&T Technology Development, Middletown, NJ

- UX Research covering service installation with process automation; Design Thinking process
- UX Design and user research and surveys in privacy, privacy policy, and big data
- Extensive customer surveys and testing on privacy, security, and data sharing
- Iterative design of web pages and privacy approach with design teams, writers, sponsors
- Project support in customer care automated voice systems
- Smartphone application design and testing for privacy, security, and communication
- Web page design, iterative development, and summative testing
- Experience in design and prototyping tools (e.g. Axure, Sketch), voice prototyping
- User research and design for forward-looking products, e.g. voice activated remote control
- Competitive testing: web sites, customer care experiences, text-to-speech products

- Communication of results to business teams, evaluation of technologies, UX consulting

1988-2008 Principal Member of Technical Staff, AT&T, Middletown, Holmdel, & Florham Park, NJ

Provided user interface design and systems engineering for natural language, directed dialog, and automated attendant applications; web design and voice design for the AT&T Voice Tone service creation environment, created call flow and requirement templates still in use.

Managed 6-person lab for transcription and annotation of data in support of AT&T Voice Tone: staffing, training, and managing work force, design and support of database and software tools.

Dialog and UI design of natural language user interfaces to AT&T customer care and other applications. Designed web-based authoring applications to generate telephone-based speech applications. My unique combination of skills in the speech and graphics was pivotal. Lead user interface designer on the How May I Help You™ natural language user interface to AT&T customer care. I was instrumental in bringing this leading edge research technology to a production environment.

Designer of interactive voice information systems and voice messaging systems. Cross-product research and design of voice recognition interface to cell phones. Design, standards, and testing of network management UIs, attendant workstations, customer care and web UX. Created and promoted common and signature user interfaces between the disparate products and services in the AT&T business units. Formed heterogeneous engineering teams to produce commonality and standards, plus identify and promote key technologies within AT&T.

User research and testing of AT&T ISDN business phones, displays, and other consumer products.

Education

<u>Degree</u>	<u>Major</u>	<u>Institution</u>
Ph.D.	Experimental Psychology	University of Illinois, Urbana-Champaign
A.M.	Experimental Psychology	University of Illinois, Urbana-Champaign
B.A. *	Psychology <i>*summa cum laude</i>	University of Connecticut, Storrs

Patents

40 United States patents ♦ additional patents under review ♦ list available at <https://goo.gl/HCxhgC>

Professional Leadership and Standards

- *Standards:* HFES/ANSI 200 standards committee, ISO TC159 Technical Advisory Group, ACM/SIGCHI Adjunct Chair for Standards
- *Publishing and editorial boards:* Editor & author for book *Human Factors and Voice Interactive Systems*, Editorial board: *Speech Technology*, Standards editor *SIGCHI Bulletin*, *HFES CTG Newsletter*, Currently reviewer for journals *Interacting with Computers & Applied Ergonomics*
- *Professional conference leadership, committees, and review boards:* President, HFES Metropolitan Chapter; Program Chair, HFES Conference; Chair, AT&T User Experience Symposium, Human Factors & Web Conference; review boards for HFES, UXPA, and SIGCHI; SXSW Interactive volunteer
- *Communication and teaching:* Many professional publications, presentations, & university teaching
- *Over 30 professional publications:* list available at <http://www.hblanchard.com/publications.htm>